

Demonstration - Step 1

- **Perspective** : Warfighter, [Joe Warfighter](#)
- **Motivation**: Remote Intelligence warfighter looking for tools to support remote access to intelligence products and targets.
- **Business Process**: Dynamic capture of Warfighter concerns and needs

Take Away: Supports Communities of Interest Easily and Dynamically Across C2 (User groups, Experts, etc.)

Demonstration - Step 2

- **Perspective :** TBMCS System Integrator, [John Industry](#)
- **Motivation:** Logs on sees comments on the Warfighter Needs discussion thread related to TBMCS
- **Business Process:** Dynamic feedback on spiral products and industry offerings

Take Away: User's Needs are Shared with the Target Audience, Involvement of Appropriate "Brokers"

Demonstration - Step 3

- **Perspective** : Warfighter, [Joe Warfighter](#)
- **Motivation**: View next generation capability and provide feedback
- **Business Process**: Customer Relationship Management with direct access to decision makers, providing real-time information on next generation capabilities

Take Away: Suppliers and Users Have a Forum to Dynamically Exchange Information and Influence Results

Demonstration - Step 4

- **Perspective :** ESC SPO, [Major Fred ESC](#)
- **Motivation:** Respond to warfighter needs through dynamic collaboration with the community and solicitation
- **Business Process:** Quick turn-around acquisitions to address warfighter needs

Take Away: Reduce the Cost of Business and Time to Execution

Demonstration - Step 5

- **Perspective** : Commercial IT Product Firm,
Jane Industry
- **Motivation**: Interested in selling product to
the AF but can not afford large marketing force
- **Business Process**: On-line requests for
products and solutions, trial licenses
immediately available

Take Away: Barriers to Entry and Overall Cost of Sales Greatly
Reduced, While Increasing Access to Commercial IT products

Demonstration - Step 6

- **Perspective** : ESC SPO, [Major Fred ESC](#)
- **Motivation**: Market Research for solutions
- **Business Process**: Market Research for C2 solutions based on commercial IT, on-line solicitations and access to existing contracts

Away: Acquisition Process in Days/Hours **not** Weeks/Mon
- Make the Acquisition Process Transparent

Demonstration - Step 7

- **Perspective** : Commercial IT Product Firm,
Jane Industry
- **Motivation**: Make a sale
- **Business Process**: Enable on-line purchasing

Take Away: Reach Out to All Available Resources to
Support Near-Instantaneous Solutions to the Warfighter

Demonstration - Step 8

- **Perspective :** ESC SPO, Major Fred ESC
- **Motivation:** ESC SPO closes with Warfighter on the path to delivery
- **Business Process:** Spiral process, Warfighter involvement from need to solution

Take Away: “Moment of Truth” - Warfighter Need is Met

Demonstration - Step 1

- **Perspective** : Warfighter, Joe Warfighter
- **Motivation:** Remote Intelligence warfighter looking for tools to support remote access to intelligence products and targets.
- **Business Process:** Dynamic capture of Warfighter concerns and needs

Take Away: Supports communities of interest easily and dynamically across C2 (user groups, experts, etc.)

- **Portal Usage:**
 - Goes to a Warfighter Needs discussion thread area to discuss a concern regarding remote access
 - Adds his concern

Demonstration -Step 2

- **Perspective :** TBMCS
System Integrator, [John Industry](#)
- **Motivation:** Logs on sees comments on the Warfighter Needs discussion thread related to TBMCS
- **Business Process:** Dynamic feedback on spiral products and industry offerings

Take Away: User's needs are shared with the target audience, involvement of appropriate "brokers"

- **Portal Usage:**
 - Goes to **Warfighter Needs discussion thread** and reviews dialog - sees warfighter need
 - Sends **e-mail** to the warfighter to suggest he look at items on **C2 Art-of-the-Possible** under the COAC.com and Dynamic Target List futures - it is likely that his needs will be met in a future release

Demonstration -Step 3

- **Perspective :** Warfighter, [Joe Warfighter](#)
- **Motivation:** View next generation capability and provide feedback
- **Business Process:** Customer Relationship Management with direct access to decision makers, providing real-time information on next generation capabilities

Take Away: Suppliers and users have a forum to dynamically exchange information and influence results

- **Portal Usage:**

- Views [C2 Art-of-the-Possible](#) COAC.com as the next release of his system, sends comments that he likes the features, offers other ideas
- Also interested in Dynamic targeting, comments on it via [feedback to the POC](#)
- Now understands that he will get most of what he needs when it comes in next build, but could still use a temporary workaround
- Goes to the [Who's Who in C2](#) to find the SPO for his system, sends [e-mail](#) on his workaround need (request could also go to Center through workflow tools)

Demonstration -Step 4

- **Perspective :** ESC SPO,
Major Fred ESC
- **Motivation:** Respond to warfighter needs through dynamic collaboration with the community and solicitation
- **Business Process:** Quick turn-around acquisitions to address warfighter needs

Take Away: Reduce the cost of business and time to execute

- **Portal Usage:**
 - Receives **e-mail** from warfighter. (Alerts could also flag based on discussion text key words)
 - Collaborates with appropriate players, including the Center - consensus that rapid response to warfighter need is warranted
 - Searches all those experts in that area and asks for ideas-
Who's Who in C2
 - Based on input from his integration team, he adds an item to **C2 Acquisition - RFI**
 - Notifies interest area personnel in **Who's Who in C2**

Demonstration -Step 5

- **Perspective :** Commercial IT Product Firm, [Jane Industry](#)
- **Motivation:** Interested in selling product to the AF but can not afford large marketing force
- **Business Process:** On-line requests for products and solutions, trial licenses immediately available

Take Away: Barriers to entry and overall cost of sales greatly reduced, while increasing access to commercial IT products

- **Portal Usage:**
 - Sees the [C2 Acquisition - RFI](#) based on his key word crawler
 - Uses [Program Status](#) to check funding for the overall program, reviews CONOPS
 - Enters his offering in the [C2 Acquisition - RFI](#)
 - Uses [Who's Who in C2](#) to find the SPO lead for the program
 - Sends [e-mail](#) to the SPO that there is a demonstration version of the product that can meet this need - 30 day trial -on the [Innovation Showcase](#) (comment that he just added last week with self nomination)

Demonstration -Step 6

- **Perspective :** ESC SPO,
Major Fred ESC
- **Motivation:** Market
Research for solutions
- **Business Process:** Market
Research for C2 solutions
based on commercial IT, on-
line solicitations and access
to existing contracts

Take Away: Acquisition
process in days/hours **not**
weeks/months - make the
acquisition process
transparent

- **Portal Usage:**
 - Views the downloadable software on
Innovation Showcase
 - Sends **e-mail** from **Warfighter Needs** to
the warfighter regarding the
demonstration copy-explains that his
remote security needs are being
worked - Explains it is just one
potential solution
 - Does market research - **Internet Crawl**
for interest area and **Innovation
Showcase**
 - Checks the **C2 Acquisition -RFI (e-mail)**
and sees no other entries but the one
from Jane Industry
 - Obtains authorization to purchase the
tool. Checks **C2 Mall** to see if there are
any contracts that list that vendor.
(CITPAD)
 - Sends Jane Industry **e-mail** to find
existing contracts for AF purchase.

Demonstration - Step 7

- **Perspective :**
Commercial IT Product
Firm, [Jane Industry](#)
- **Motivation:** Make a sale
- **Business Process:**
Enable on-line purchasing

Take Away: Reach out to all available resources to support near-instantaneous solutions to the Warfighter

- **Portal Usage:**
 - Gets **e-mail** regarding the need for a contract vehicle
 - Goes to **C2 Mall** and adds his contract with another AFB that was not listed.
 - Alerts the SPO that the contract mechanism is now there using **e-mail**
 - ESC SPO orders through **C2 Mall**

Demonstration - Step 8

- **Perspective :** ECS SPO,
Major Fred ESC
- **Motivation:** ESC SPO
closes with warfighter on
the path to delivery
- **Business Process:** Spiral
process, warfighter
involvement from need to
solution
- **Portal Usage:**
 - Updates **Warfighter Needs**
thread with a close plan on
the open issue
 - **E-mail** to originating
warfighter to layout
implementation plan and
engage him in solution
approach
 - Places a new entry in **C2
Art-of-the-Possible** TBMCS
P3I to alert folks of when a
demonstration will be
available for secure remote
user access

Take Away: “Moment of
truth” - Warfighter need is
met